



Commission for Arts and Culture
City of San Diego

**Guidelines for
Application of the
Logotype for the
City of San Diego
Commission for
Arts and Culture**

Introduction

The City of San Diego Commission for Arts and Culture has a new brand identity.

The new brand identity for the Commission utilizes a logotype with a bold, graphic type arrangement reversed from four dynamic shapes in a new vibrant color palette.

The new logotype was designed to accommodate a wide variety of Commission materials.

This document establishes guidelines for correct use and reproduction of the logotype. It is important that all Commission related communications adhere to these guidelines in all situations.

These guidelines should be used when designing collateral, advertising or marketing materials for the Commission or its contracting agencies.

The logotype should not be altered in any way. For this reason, master artwork for the Commission logotype is provided in a variety of applicable formats.

Acknowledgements

The logotype was designed by Ken Miracle, Miracle Brand Design as part of an initiative by the Strategic Outreach and Communications Advisory Committee led by Arts Commissioner Bennett Peji.

Questions

Should you have any questions about proper use of the logotype or the files provided for reproduction, please contact Gary Margolis at: GMargolis@sandiego.gov

Logotype

Full Color Version



Full Color Reversed Version



Black + White Version



The Commission for Arts and Culture logotype is the unifying feature for program materials created by the Commission and its contracting agencies.

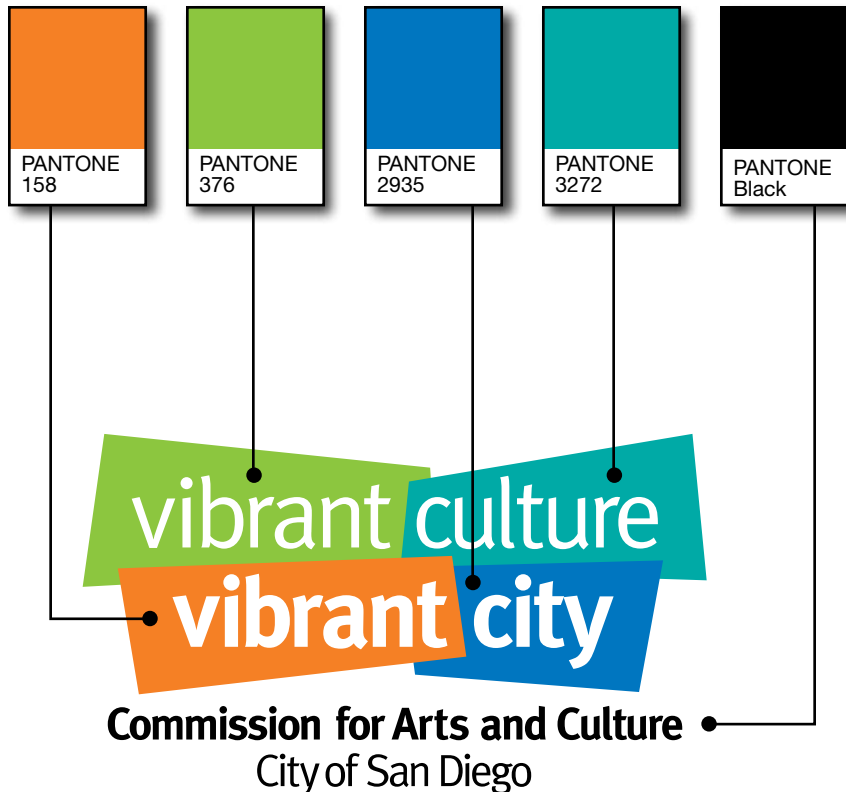
Original master files have been created to aid in the preparation of program materials for the Commission and its contracting agencies.

Use only the files provided to ensure consistent reproduction of the logotype.

Follow these guidelines when reproducing the logotype:

- Use the appropriate logotype for the situation you are designing for. i.e. print (b+w or full color), web/screen (RGB jpeg), etc.
- Never reproduce the logotype from anything other than the supplied master artwork.
- Use the full color logotype when printing in four color applications. The color logotype is preferred and should be used whenever possible.
- Use the black and white logo when printing in one color applications.

Color Notations



A specific Pantone color palette has been established for the reproduction of the Commission logotype. Consistent usage of these colors will reinforce the impact of the Commission logotype.

Below are the percentages for reproducing the Commission logotype in CMYK process colors.

PMS 158 (orange)
C = 0% M = 60% Y = 100% K = 0%

PMS 376 (green)
C = 50% M = 0% Y = 100% K = 0%

PMS 2935 (blue)
C = 0% M = 40% Y = 100% K = 0%

PMS 3272 (teal)
C = 100% M = 0% Y = 50% K = 0%

Solid Black (typography)



Below are the percentages for reproducing the Commission logotype in Black + White.

50% Black

Solid Black

Solid Black

Usage Examples

Correct Usage



This example shows the Commission logotype in full color on a white background.

Use only the master files provided to ensure consistent reproduction of the logotype colors.

Incorrect Usage



When using the full color logotype, do not change the colors of the background blocks or typography.

Incorrect Usage



Do not manipulate the proportions of the logotype. Do not stretch or alter the master files provided.

Minimum Size Requirements



Do not reproduce the logotype any smaller than 3/4" inch wide.

Larger applications of the logotype are preferred to ensure readability.

Usage Examples

Correct Usage



This example shows the correct usage of the Commission logotype reversed from black.

The reversed logotype remains the same except that the text below the logotype is white.

Incorrect Usage



When reversing the logotype, do not use the logotype with a white box around it.

Do Not Use the Old Logo



No elements of the old Commission identity may be integrated into any new Commission communications.

This includes the old column/palm tree logotype and the old color palette.